

# ECOCITY BUILDERS



## ECOCITY WORLD SUMMIT

### BID MANUAL

*Prepared for by the Ecocity World Summit Bid Committee*

*"The longest standing international conference series on ecocities"*

# INTRODUCTION

The First International Ecocity Conference (now called the Ecocity World Summit or ECWS) was convened in 1990 in Berkeley, California, and has continued through the organizing and authorizing auspices of Ecocity Builders, a California non-profit corporation. Ecocity World Summit was the first and is now the longest running conference for ecological city design, development, operations and governance.

Financial transactions in support of Ecocity Builders' role in communicating, selecting and working with the next conference host—including arranging prospective host application fees, specific sponsorship in support of the on-going conference series, and grants and donations for the series to Ecocity Builders—are tax-deductible under United States Internal Revenue Service rules. The host conference organizers are solely responsible for their own budget and profit or loss on the event itself.

## THE ECOCITY WORLD SUMMIT IS THE INTERNATIONAL FORUM...

- for innovators and pioneers, designers and planners, policy makers and administrators, professionals and business people, environmentalists and developers, teachers and students;
- of sustainable cities, towns and villages of the future;
- from theory to the application of all things related to the ecological city

12

SUMMITS

6

CONTINENTS

11,000

PARTICIPANTS



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## 2. APPLICATION QUESTIONS AND REQUIREMENTS

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# 1. INFORMATION

Ecocity Builders now invites expressions of interest from those wishing to bid for hosting the next Ecocity World Summit after the event planned for Vancouver, BC, Canada, October 5-7, 2019. Ecocity Builders will select the city from among applicants we believe is most harmonious with the mission of the conference series as follows: to promote the understanding and development of cities which are ecologically healthy and sustainable, economically prosperous and fair, and socially just and caring.

Traditionally our conferences have been held every two years. The next conference will be held in 2021. This document contains the full bid manual including information required of bidders.

## 1.1 WHAT IS THE ECOCITY WORLD SUMMIT?

The term "ecocity" (alternately "eco-city") was introduced by Ecocity Builders founder Richard Register in 1979. The term is now in common use in much of the world. "Sustainable city" and "green city" are popular as well. In our tradition of drawing directly from basic life principles for the design and organization of cities, the conference series has stayed committed to "eco" because the prefix is derived from "ecology," the science of life and living systems on our planet.

The Ecocity World Summit, was the first and is now the world's longest running conference for ecological city design, development and functioning. From the beginning of planning the first conference in 1990 we have been committed to being the premier forum for leading innovative ideas, designs, policies and education about cities in balance with living systems. For twenty-six years the Ecocity World Summit has been the vanguard conference on urban problems and solutions regarding climate change, renewable energy, non-car transportation, environmentally healthy architecture and city layout. We are also leaders in issues of democratic participation in the decision making process for how we live in our built communities.

We continue to be a unique conference series in featuring a broad spectrum of presenters and participants — from architects and planners to environmentalists and developers; from alternative energy pioneers and transportation advocates to government officials and artists supporting and enriching the lives of all citizens. With our education and research emphasis we have provided a forum for scientists and philosophers, professors and early-learning professionals, writers and journalists, and even an astronaut who walked on the moon. Legislators and green business people of a wide variety of ventures, indigenous peoples and minorities, and historic preservationists and futurists have all been represented.

What inspires our emphasis on representing this complex network is the fact that cities are whole systems. Only when all of its parts are working together can we steadily improve the health and wellbeing of the whole.

### PAST ECOCITY WORLD SUMMITS

- Ecocity 1: **Berkeley**, USA, 1990
- Ecocity 2: **Adelaide**, Australia, 1992
- Ecocity 3: **Yoff**, Senegal, 1996
- Ecocity 4: **Curitiba**, Brazil, 2000
- Ecocity 5: **Shenzhen**, China, 2002
- Ecocity 6: **Bangalore**, India, 2006
- Ecocity 7: **San Francisco**, USA, 2008
- Ecocity 8: **Istanbul**, Turkey, 2009
- Ecocity 9: **Montreal**, Canada, 2011
- Ecocity 10: **Nantes**, France, 2013
- Ecocity 11: **Abu Dhabi**, UAE, 2015
- Ecocity 12: **Melbourne**, Australia, 2017

**NEXT SUMMIT: Vancouver, Canada 2019**

## 1.1.1. OBJECTIVES OF THE ECOCITY WORLD SUMMIT

### 1. Cities becoming ecocities

The major objective of the conference series is to promote healthy cities in all their aspects for long-term vitality of living systems. In addition to natural systems these include human social systems: political, economic, cultural and social.

The Ecocity World Summit showcases the “new towns” approach and the “transform existing cities” approach that aspire to meet our ecologically healthy, socially fair and equitable goals. We emphasize that we seek not to support random technologies, practices and policies out of context with their built and natural environments; instead we promote approaches that fundamentally address basic principles for healthy whole-systems transformation. In other words, we seek solutions in design and layout as well as in technologies and lifestyles, the whole built and natural environment and its constituent parts harmonized.

### 2. Cutting across scales, systems and particulars

We seek solutions over all scales, from the single technological item that may contribute to healthier built communities to the whole system, from the small Ecovillage and Ecotown to the Ecocity and Ecotropolis becoming more harmonious with its bioregion and the planet. The term Ecocity is becoming the generic for ecologically healthy total built community at all scales.

### 3. Connecting people with Ecocity knowledge

The conferences series also aspires to provide the best information among its participants relative to their interests and to connect people of a wide variety of kindred disciplines and cross-cutting projects associated with the conference’s major themes. In our case, our chief objective is to facilitate outcomes, including new and refreshed partnerships and collaborations that help build and run the healthy city of the future.

### 4. Promoting the host city

Also importantly, the conference series serves to spotlight the best in the ecocity offerings of the host city and to bring them enhanced success in their relevant work.





## 1.2. ECOCITY WORLDWIDE

Ecocity Builders seeks conference hosts who agree that we need both bottom-up and top-down approaches to solving our urban and environmental problems and are dedicated to representing this in the programming of the event. We have been a conference series with a very international, multi-cultural and social justice-oriented set of events that go to very particular places looking for connections. We have held these conferences on all continents except Antarctica.

We understand that city design, planning, building and maintaining must respond creatively, appropriately and effectively to world conditions such as climate change, resource limits, supply of healthy soil, water and bioregional "ecological services." This means balancing human settlements with the preservation of forests, grasslands, wetlands, open waters, and glaciers. We understand principles such as limits on a finite planet, ecological overshoot and the implications of the "ecological footprint." All these concepts are basic background material to our programs and help guide our conference design and development process, selection of presenters, panelists, workshops, tours and exhibits.

### 1.2.1 GLOBAL THEMES

#### 1. Resilience for adaptation

Resilience is one of our key words and most important basic concepts. Still, we don't limit our approach to simple response. The series has a powerful futurist element, and, like good artists, we value, promote and strive for the creative best we can accomplish.

#### 2. Prevention

We are working not only to adapt to climate change but to also build cities and towns that reverse the negative trends through their layout, design and functioning. For example, low-density automobile dependent development consumes enormous amounts of agricultural and natural landscapes with massive repercussions for carbon dioxide production and climate change. These problems can largely be solved by highly mixed-use compact development that works with transit, bicycles and pedestrian access.

#### 3. Creativity: the best, the beautiful, the healthy, the happy and the lovable

We strive to make cities themselves not just machines of survival but the best they can create: beautiful, vibrant, loved by their people, and each one an actual contribution to the health of the planet. We are interested in preserving the best of the city and at the same time, at close proximity to the built community, creating the best future we can for the natural environment as well.



## 4. Best practices, urban models for honoring and emulating

Another feature of the Ecocity World Summit is our focus on best practices featuring environmentally healthy policies and well-functioning ecocity infrastructure. These policies are exemplified in the host cities, presenting the city as a “living laboratory.”

Some examples of range of places in which we've located conferences and/or highlighted as subject matter:

**Curitiba, Brazil** for its sustainable layout, design and many particular interrelated features: pedestrian centers, plazas and streets, density paired with transit around streets dedicated to buses; slum replacement with mixed use shops; flood control money removing dangerous housing to create parks that flood harmlessly temporarily, etc.



Ecocity transit: Curitiba's Bus Rapid Transit (BRT) is one of the most heavily used, but low-cost, transit systems in the world.

**Tianjin Eco-city, China** for its efforts to integrate solar and geothermal technology; restoration of wetlands; cogeneration of electricity and heat; and emphasis on pedestrian, bicycle and transit infrastructure.

**Freiburg, Germany** for its car-free district called Vauban; solar and energy conservation policies; bicycle emphasis, and wide spectrum of other features.

**New York, USA** for its new pedestrian Times Square and elevated remission rail line park, the Highline; plus its energy conserving density and transit system that makes automobile ownership obsolete.

**Auroville, India**, a city that aspires to specifically help shape the evolution of the internationally aware, world peace-promoting community solutions based on consciously helping evolve the more responsible world citizen.

**Yoff, Senegal**, the village that hosted the Third International Ecocity Conference, for melding the traditions its citizens feel are important with advancing organic food production and instituting ecocity issues in their early childhood schools.

**Detroit, Michigan, USA** with its historic role in bringing the car city into world dominance and in its role in saving democracy during the Second World War, focusing on its potential for transforming the auto industry in coordination with building the pedestrian/transit/bicycle city.

**Adelaide, Australia** hosted our second conference and has exhibited such novel features as an early and truly classic greenbelt. The Christie Walk residential development features narrow interior pedestrian streets, rooftop native plant gardens and the tallest straw bale building we know of.

Then there is **Kathmandu, Nepal** with its historic pedestrian plazas and multiple rooftop uses,

**Vancouver, Canada** that refused to build a freeway through town and built an intensely mixed use downtown.





## 1.3. ORGANIZATION

### Coordination

Once the hosting conference production organization, or cooperating set of organizations, has been selected, the next Ecocity World Summit is planned in partnership with Ecocity Builders.

Ecocity Builders and members of the conference planning committee must have access to the main planning process and documents as they request from the host. Generally we require at least two visits to the hosting city by Ecocity Builders representatives in advance of the conference, paid for by the conference-organizing Secretariat.

A clear, well-organized flow of information is tantamount to a successful conference. As mentioned above, we urge the host to accept only sponsors and exhibitors that are consistent with the values of the Summit.



### Ecocity World Summit Values

- **Concern for Social and Environmental Justice:** Building fair, healthy, economically vibrant, and inclusive cities and regions through education, participatory urban research, planning analysis, and design.
- **Adherence to Ethical Practice:** Continual exploration of the ethical boundaries of design activism and planning action, ensuring that clients and community partners are an integral part of both research and practice.
- **Dedication to Community and Diversity:** Creating a welcoming environment for learning, teaching, research, and work that embraces and respects diversity.
- **Openness to Dynamic Engagements:** Being a locus for the exchange of ideas and collaborations with professionals, policy-makers, community-based organizations, and research partners.



### 1.3.1. OPPORTUNITIES FOR HOSTS

As a large, prestigious and internationally recognized conference, the EWS helps the host city in many ways. Prospective hosts will note that the International Ecocity Conference Series is now called the **Ecocity World Summit**. This practice began with Ecocity 7 in San Francisco when we had approximately 2,000 participants from over 150 countries, including 220 speakers and leaders, that we felt justified and adopting the term "Summit."

The conference brings in significant currency to the local economy through attendee's use of the city's lodging, dining and tour opportunities. More important is the position the city can rightfully claim in the developing history of the ecocity movement.

The conference provides an opportunity for showcasing the host city's particular relevant contributions to an international movement with powerful offerings for solving major problems and leading toward new innovations advancing cultural and technological creativity. This in turn frequently elicits considerable local coverage in the press and some international coverage.

Academic institutions have traditionally mined the conferences for new material. On occasions, such associated positive attention has helped supportive politicians get elected.

All participants have an opportunity to witness innovations that are likely to manifest significant change in the near future. The current trend toward enhanced pedestrian centers, planting of major natural areas near and in cities, use of rooftop gardens and sky courts, advances for bicycles, the latest in solar energy technology and so on have appeared at our conferences well before the general public knew much or in some cases anything about them. Climate change was a key topic in 1990 at the first in our conference series, sixteen years before Al Gore warned the world about global warming in his movie "An Inconvenient Truth". Climate change, like many other issues, has been explored in successive summits, most recently at the 2017 Summit in Melbourne where Al Gore delivered an electrifying keynote address on this topic.



In addition, the presence of the conference in a city has often helped those striving for the accomplishment of particular sustainable city goals or finite projects to gain more support. Often the Ecocity World Summit will result in a physical improvement in the city itself. For example, to prepare for the First International Ecocity Conference the city of Berkeley, California finalized a plan for a "Slow Street," a bicycle priority street with reduced speed by reconfiguring a residential street to make it more winding, planting trees in planters in former street-side parking places. At the time of the conference construction was nearing completion and subject of tours. The project was featured on maps provided by the conference organizers and the City of Berkeley.

## 1.4. COSTS AND FINANCES

The host city/organization has full financial responsibility for the conference, receiving all direct income and bearing all direct costs related to production and promotion and follow-up relating to the next Ecocity World Summit.

### 1.4.1. COSTS—RELATIVE TO SIZE, LOCATION, ETC.

Attendance of conferences in the Ecocity World Summit series averages around 2,000 participants. Costs to produce the event vary according to location and circumstances but typically average between \$1,000,000 and \$2,000,000 USD.

### 1.4.2. INCOME

Event income is typically raised from several different sources:

- Delegate fees
- Commercial sponsorship
- Institutional support such as government administrations and departments, and foundations
- Financial contribution from partners in organizing the event
- Patron donations
- Exhibition space rental

*“Ecocity World Summits generate significant revenue for hosts and regularly attract over 2,000 participants.”*



### HOST BENEFITS INCLUDE

- Particular technologies, policies and systems such as solar, wind, energy conservation and mixed-use building ordinances; pending and recently enacted policies promoting further development of transit and pedestrian infrastructure, more often find fresh support
- Raising the prestige of the conference's city and host organization
- Facilitating better relations between those working on components of the city that help move it in an ecocity direction
- Receiving feedback on current plans in process locally and regionally and learning about best kindred practices from around the world
- Providing leadership opportunities for local professionals in the many fields that relate directly to ecocity design, planning, building and operation
- Providing local politicians an opportunity to showcase their ecocity ideas, and serving the public by creating an opportunity to make their ideas known to the politicians
- Facilitating new friendships, contacts and alliances



# 1.5. DELEGATES AND OTHER IMPORTANT ASPECTS

## 1.5.1. DELEGATE COMPOSITION

Our delegates have been extremely diverse and have included:

- Private and government urban planners, architects, landscape architects and engineers
- Building, transit and bicycle industries, user groups, manufacturers and retail interests
- Climate protection and air quality experts
- Disaster recovery, mitigation and adaptation experts and survivors
- Experts in carbon sequestration practices
- Renewable energy producers and advocates
- Teachers at all levels and students in associated areas
- Local, national and international politicians who can help provide policies to facilitate ecocity building
- Members of the poor, minorities, indigenous peoples and other groups often left out of the debate
- Representatives of slums and informal communities
- Public health officials, professionals and private health organizations
- Ecotourism providers and green hoteliers
- Economists and economic experts on the means to finance and operate ecocities
- Bankers, coop credit union officers and other financial services providers
- Practitioners of urban food production, community and individual based community gardens, commercial and municipal
- Practitioners of natural restoration work such as waterway and shoreline
- Access advocates for youth, the aged and physically impaired
- Communicators of all sorts including journalists, public relations experts, entertainers, artists, media personalities and sports heroes
- Astronauts, cosmologists, philosophers and evolutionary theorists with the larger perspective on humanity's place on Earth and role in the universe
- A wide range of people that can best be labeled as simply the concerned public



## 1.5.2. FORMATS

Typical formats in the conference program design include:

- Plenary Sessions
- Workshops
- Breakout sessions
- Tours with discussion and debate or simply for information and experience
- Roundtable discussions and panels
- Interactive formats
- Spontaneous planning forums

Ecocity conferences are known for considerable delegate participation and examination of the ecological relationship between topics, or “cross-cutting issues.”

## 1.5.3. EXHIBITION

The applicant organizers for the next Ecocity World Summit should include an exhibition in the conference venue or nearby to be held throughout the duration of the conference. The exhibit hall allows sponsors, vendors, professional organizations and students to display information about their products, services, and ideas. The exhibit hall also provides variety and change of scene for the conference delegates. Often the exhibit hall hosts a café or refreshments area where delegates can eat and mingle. Past exhibits have included and should continue to feature the follow offerings from professionals, businesses, industry, government, academic institutions and diverse NGOs:

- New or reshaped cities, represented with designs from history both conceptual and completed.
- Transportation, energy, water, food and clean air design and projects, including actual examples of built technologies, drawings or photos of application of those technologies – all these directly to do with influencing cities toward a healthier condition
- Demonstrations of written policies facilitating the dissemination of the above technologies and associated products
- Scientific information about the Earth's past and future condition, especially as relates to our built infrastructure
- Mapping systems and other means to grasp overall patterns of city development





## 1.5.4. PROCEEDINGS

Proceedings and/or results of the conference in digital form are important to furthering the aims of the conference series. Thus Ecocity Builders needs to know the applicant's plans for documenting the conference. At a minimum, within one month of the end of the summit, we require the host to transmit digital copies of all papers, agenda, summaries and other written products generated by the summit to Ecocity Builders.

A comprehensive summary of the conference is also requested. We also require any video recordings and photography of summit events prepared by the host to be released to Ecocity Builders within one month of the summit. Ecocity Builders will maintain these products on its website in order to achieve the widest possible distribution of this information. Please elaborate on your plans for compliance with this requirement.



# 2. APPLICATION QUESTIONS

## 2.1. THE ECOCITY SUMMIT QUESTIONS

Bidders for the 2021 conference are invited to reply to the questions below. You should demonstrate how your event will be unique and not only add value to the Ecocity conference series but also play an important part in raising the profile of your city for its work on eco-social urban issues.

*Please answer the following questions using word processing software and email your answers in .pdf or .doc form to [kirstin@ecocitybuilders.org](mailto:kirstin@ecocitybuilders.org) & [sven@ecocitybuilders.org](mailto:sven@ecocitybuilders.org).*

### 2.1.1. BASICS

#### 1. Why do you want to hold the conference?

We would like to understand your interest in the Ecocity World Summit and how you think it would benefit your city, organization, region, and/or country.

#### 2. What other special reasons are there for us to choose your location for the next Ecocity World Summit?

Why do you feel that your city would be a good fit for the conference series? Are there some touchstone issues, features, historical lessons, famous sons or daughters that connect you to the ecocity movement? Some special visions for the future that conferees could take home among the outstanding and influential memories of the event provided by your city?

#### 3. How do you see your proposal fitting in the history of past and future Ecocity World Summits?

We are looking to build a global ecocity movement. In recent years we have been building shared concept of the ecocity through the Ecocity Standards Initiative. How will your proposal help advance the ecocity movement by building on the knowledge under development through the Ecocity Standards Initiative?

### 2.1.2. PROGRAM CONTENT

#### 4. Will you propose an overall theme of the conference?

Most Ecocity events have taken a theme—for example, the theme of Ecocity World Summit 2011 in Montreal, Canada was 'Ecocities in a Northern Climate'. A theme provides an organizing principle for topics within the event and is also a selling point in itself. This theme should be mirrored in the programming and reflect current trending aspects in ecocity development.

Sometimes a slogan is enough to set the tenor of the meeting. For example, at the First International Ecocity Conference we felt we were gathering together a new discipline and set of ways of living—a very broad introduction to the idea of ecocities. Over the main stage was a large banner with the reminder of why we were there: "Peace on Earth, Peace with Earth." Introducing the ecocity idea was enough of a unifying, clarifying theme without calling it as such.

#### 5. What are the main objectives of your conference program in the context of advancing ecocities worldwide?

Ecocity World Summit is an event that not only seeks to provide information but also to push forward the boundaries in bringing people together for promoting and building ecologically healthy cities, towns and villages.



## 2.1.3. CITY CONTEXT

### 6. What ecocity-like facilities or development currently exists in the host city that would appeal to delegates?

Many of our delegates and attendees have a professional interest in the ecocity conditions and amenities of the host city. Delegates not only want to hear about ecocity design and planning but also to see practical examples on guided technical visits.

### 7. What strategies currently exist or are planned for in your city to promote and build ecocity projects and adopt ecocity policies?

What long-term EWS legacy project or program, if any, will the Summit serve to launch, strengthen, scale up and/or promote?

## 2.1.4. LOGISTICS

### 8. When do you propose to hold the conference?

The date will depend on your location, climate and weather at the particular time of year, holiday calendars and the like. We are open to negotiation.

### 9. Where do you propose to hold the conference?

An ideal venue would be convenient to the city center, transport services, accommodation and tour destinations.

### 10. How long will the conference run?

Ecocity World Summit should ideally last three to five full days with plenary and workshop sessions. It has worked well in past conferences to open the sessions with a keynote speech by one or a few well known and popular presenters the evening before the first full day.

### 11. Who are your primary bid partners?

For maximum success, hosts should incorporate a broad range of partners including but not limited to government, academia, business, non-profit organizations and citizen interest groups. Please elaborate on the partners that you propose.

### 12. Who would be the lead body responsible for the conference organization and who will be the Event Director?

Ecocity Builders requests organizers designate an official convener or two co-conveners for summit. The convener may also be called "Director," "President," or "Chair."

### 13. Can you provide us with a draft budget estimate for your bid?

The budget should outline proposed major income sources and expenditure items, and as far as is possible be in balance. Greater proportion of costs that can be covered by sponsoring bodies and others will be seen as a positive indication of good planning. If you already have any firm offers of support, please let us know.

#### 14. Sponsors.

Please let us know more about your ideas for sponsorship. What are your sponsoring aims and possibilities for this event? How important are your aims to the overall budget in terms of promoting ecocities in your city and other cities by way of the conference? As mentioned above, it is our expectation that sponsors are consistent with the **values of the summit and Ecocity Builders**.

### ECOCITY WORLD SUMMIT VALUES

- **Concern for Social and Environmental Justice:** Building fair, healthy, economically vibrant, and inclusive cities and regions through education, participatory urban research, planning analysis, and design.
- **Adherence to Ethical Practice:** Continual exploration of the ethical boundaries of design activism and planning action, ensuring that clients and community partners are an integral part of both research and practice.
- **Dedication to Community and Diversity:** Creating a welcoming environment for learning, teaching, research, and work that embraces and respects diversity.
- **Openness to Dynamic Engagements:** Being a locus for the exchange of ideas and collaborations with professionals, policy-makers, community-based organizations, and research partners.

#### 15. Who is expected to be responsible for raising any sponsoring and external sources of finance?

Gaining funds and sponsorship is obviously an important part of the event planning. We wish to know how you plan to address this issue. Will there be enough institutional support for the bid to make this unnecessary? If not, who will be responsible for this task?

#### 16. What strategies will you adopt to ensure good attendance at the Ecocity World Summit 2021?

The event program should be engaging and innovative to encourage target groups to participate. What strategies will you put in place to ensure that this conference has a widespread appeal, both in the host country and externally? In particular, what publicity and promotion would you plan? The conference organizers should attract delegates from both developed and developing countries. We are looking for your innovative ideas on this matter. We suggest that for the 2021 event all plans, logistics and caterings should allow for an audience of 2,000.



[www.ecocity2017.com](http://www.ecocity2017.com)



## 2.1.5. PLANNING AND ORGANIZATION

### 17. How will you ensure that relevant local NGOs, green businesses and cultural luminaries will play a full role in the organizing of the conference?

It is important to us that representative citizens play a substantive part in the planning process. How will you ensure that such people are directly involved in the planning and programming?

### 18. What arrangements would you make to ensure the full participation of Ecocity Builders in major decisions regarding conference planning?

As part of the contract with the winning city, Ecocity Builders needs to be involved in key decisions regarding the event. How will you organize the planning for your event to ensure this happens efficiently and effectively? To maintain continuity with past summits and consistency with our goals, Ecocity Builders will suggest topics and speakers. It is our expectation that a summit will incorporate these suggestions into at least 20% of the overall program.

### 19. How would you plan for the exhibition to take place alongside the conference?

All recent Ecocity series events have found it useful to plan an exhibition with participation fees for industry, government organizations, voluntary organizations, consultancies etc. The conference venue should provide space at no cost for the dispersal of information brought by delegates. The exhibition is an increasingly important aspect of the event, and one that calls for some specialist skills. How will you ensure that this can be well organized, well publicized, accessible and at a minimum self-financing?

## 2.1.6. EVENT QUALITY

### 20. What translation facilities will you provide for plenary and workshop sessions, and for which languages?

The official Ecocity World Summit language is English, but simultaneous translation should be provided at a minimum for the host language during plenary sessions. Ideally, this service should be extended to at least the major workshop sessions as well. The ability to provide for other languages would be seen very positively. Does your chosen conference location cater to all these needs?

### 21. What types of accommodation will you offer delegates?

A variety of accommodation is required to cater to the varying budgets of the different types of delegates that attend Ecocity events. This varies from luxury to budget hotels to home-stays. Can you demonstrate how your city will provide diverse accommodation types?

### 22. What arrangements do you intend to make for students, NGOs and people from developing countries to attend?

Ecocity events have a fee structure that accommodates the ability to pay and participate. In addition, it is important that the conference budget make it possible for Ecocity Builders members to attend by waiving the registration fee for 15 representatives of Ecocity Builders. We will favor bids that can include this provision.

### 23. What social programs do you plan to organize for delegates to the conference?

It is important to consider the social events as well as the core event program of presentations. These are not only important to provide time for attendees to network with each other but also should give delegates a lasting impression of your city and its heritage. It is customary to arrange social events in the evenings. In the past, these have included everything from boat rides, fireworks and dances to the more traditional receptions and dinners. In order to provide delegates with a lasting impression of your city, what do you propose for a social program?

### 24. How convenient are the conference and accommodation sites to major transport centers such as airports, train and bus stations?

All functions and events during the conference, including evening and social events, should be easily accessible by walking, cycling, or public transport. How do your venue choices reflect this aim?

### 25. Upon selection of your bid, how long would you need before you could start work?

Event planning is all about managing time and people. Once the host city is chosen the clock starts ticking toward the conference date. Therefore, we need to know that a planning team with the necessary resources to do the job effectively can be in place immediately after the final selection. There will not be time to wait very long for decision-making after the selection process is complete. We require a timetable of the planning stages of the conference within two months of the host selection.

### 26. What side visits do you intend to organize around the conference date?

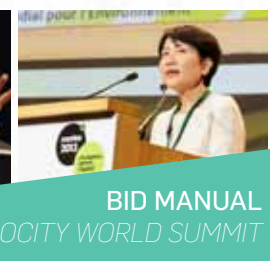
Side visits are those made to other cities or nearby sites that can be included in the program as part of a post-conference option for delegates. These should have some ecological city relevance, but can also be for cultural or historic enrichment. While technical visits should be part of the core program, side visits should be planned as an option if they add value and interest. What side visits would you plan as part of the conference?

### 27. What communications strategy will you employ in order to guarantee a rich delegate and speaker attendance at the conference?

The host city and/or conference organizing institutions are expected to come up with a communications plan that will have to be coordinated with the ECOCITY BUILDERS communications. A well-organized and publicized call for proposals to solicit top-quality speakers, as well as wide publicity to attract quality delegates is essential to a rich program. A formal draft communications plan and budget should be supplied with the application.

## PAST KEYNOTES

Al Gore   Jaime Lerner   Janice Perlman   Rob Hopkins   Severn Cullis-Suzuki  
Harriet Bulkeley   Joan Clos   Noako Ishii   Jan Gehl   Richard Register





# 3. TERMS OF REFERENCE

## 3.1. WRITTEN BID MATERIAL

Bidders are free to determine the format and presentation of their bid. However, your proposal should answer all the questions and conditions (Chapter 2) so that your bid can be appraised fairly. Please also bear in mind the selection criteria set out in point 3.2 below.

**Language:** All written material must be in English. All prices must be quoted in dollars (USD) or both USD and local currency.

**Summary:** So that all the bids are easily comparable, we kindly ask for a two-page summary of responses to the conditions and questions. This should be provided for both the short listing and final stages. The summary should be set out with:

- Bidding city name at the top of each page
- Condition/question numbers running down the left of the page with the answers inset
- Indication on which page number/s the full response to that point can be found

Your answers should include all relevant information to allow us to evaluate your bid. The quality of your answers will weigh more heavily than quantity of pages. Supplementary information on conference/hotel locations as well as city visitor attractions can be useful, but should be kept modest in size. Please bear in mind that the provisional bid material will have to be submitted electronically and should not include extensive use of graphics or photographs. For full information on requirements for the bid presentation, see section 3.6 on time tabling below.

## 3.2. CRITERIA FOR THE CHOICE OF VENUE

The bids will be judged on the basis of the following criteria:

- Overall quality of the bid
- Potential for inspiring and furthering the ecocity movement worldwide
- Political commitment of the City Administration
- Creative and attractive ideas
- Bids that further the aims and objectives of the Ecocity World Summit
- Involvement of advantageous partners
- Proven experience of managing big projects over time
- Sound financial planning giving good value
- Bids from locations that are attractive for ECOCITY BUILDERS regarding the history and the future of the Ecocity World Summit series
- Bids that further actual policy, design, planning and building of ecocity elements
- Bids that promise a physical legacy such as a green street or daylighted stream
- Bids that ensure continuity with and evolution of past summits
- Bids that incorporate the Ecocity Standards developed by Ecocity Builders

## 3.3. DECISION MAKING

Ecocity Builders's Board of Directors is the decision making body. It is guided by a panel of selected experts from academic, professional and civil society organizations with international representation including past conveners of the Ecocity World Summit who desire to remain active in the planning of future conferences. Bids are evaluated against the criteria through a ranking process. If a clear winner is not identified through the ranking, the top three bids will be further vetted by Ecocity Builders and a vote will be taken to select the winner.

## 3.4. CONTRACT

Once the decision on the 2021 host city is made, a contract will be immediately signed by the chosen city (or the relevant constituted body). This will set out the responsibilities and financial arrangements of both parties, which are governed by the following:

- All financial transactions are made with Ecocity Builders, which is entrusted with supporting the conference into the future. Said non-profit California corporation is known more informally as “the Keeper of the International Ecocity Conferences.”
- The general conference fee to Ecocity Builders is \$100,000 USD (the “**Conference Fee**”). This Conference Fee excludes the following:
  - a. Cost of sessions in the host city with Ecocity Builders representatives to discuss and develop the main themes, concept and presenters of the conference. These meetings will be organized by the host-city and are part of the evaluation process.
  - b. Additional services of Ecocity Builders, on top of what is described in this manual, to be agreed on in the contract with the host city. For instance, the expenses for one to three-day planning visits by representatives of Ecocity Builders are expected in the normal sequence of planning. These are covered separate from the Conference Fee by the host(s). Another example: if the host city and/or organization wishes to hire a member of Ecocity Builders to come to the host city for a period of time to help in planning, lodging, travel and pay would be in addition to the Conference Fee. Such additional fees would be negotiated with and paid to Ecocity Builders, which would subcontract with the individual.
- During the conference the host city will be responsible for travel costs (travel and accommodation) for the Executive Director and fourteen Ecocity Builders Staff/Board members.
- Concurrent delivery of all conference presentation decks and materials to Ecocity Builders archive via an IT interface.
- Post-conference deliverables including photographs, videos, other audio-visual assets; data base of conference participants including contact details; and a final report including financial results of the conference.

During the conference (plus the days before) the host-city should provide Ecocity Builders with:

- Office space to be used by Ecocity Builders members (including Internet access, print service, whiteboard, pens, etc.)
- One meeting room for up to 15 people (incl. internet access, presentation media, basic catering)





### 3.5. FINANCIALS (INCLUDING ECOCITY BUILDERS FEE)

The Conference Fee is payable to Ecocity Builders, Inc. This fee is for the following benefits and services that the chosen host city receives:

- Use of the name Ecocity World Summit with appropriate number in the series (#13 for 2021)
- Our expertise and experience
- The conference database of names and addresses we supply
- Our work with your team during the whole planning period, based on an agreed estimate
- of the number of meetings
- Our work at an international level to both promote and represent the conference. ECOCITY BUILDERS will be involved in the event planning throughout the project and expects to attend meetings to help plan the event. The 2021 Conference Fee will be payable in four stages, with a \$2,500 non-refundable deposit due upon application. The remaining payment schedule to be decided depending on dates chosen for the conference.

All costs of bidding will be borne by the bidding cities. These include:

- Time and material costs of preparing the bidding materials. If the city is selected to be among the final shortlisted cities, the additional costs to the bidding cities will also include:
  - Travel and accommodation costs of the Executive Director and one to three Ecocity Builders representatives for a site visit during the bid process



## 3.6. TIMETABLE FOR PROPOSALS

The timeline for the selection of the 2021 event is as follows:

- April 2018: Publication of bid-manual. At this time, interested bodies should begin to make plans, formulate provisional answers to the Ecocity World Summit conditions and questions, and talk to possible partners. Informal discussions can and should take place between interested cities and the Executive Director 's office. We will offer help and assistance equally to all bidders.
- February 2019: Deadline for proposals/bid. Your answers to the Ecocity World Summit conditions and questions and your bid are to be supplied to the ECOCITY BUILDERS office in Oakland California by this date. These submissions must be sent in electronic (e-mail) form to Ecocity Builders' Executive Director (kirstin@ecocitybuilders.org) and as a copy to Ecocity Builders' Development Director, Sven Eberlein (sven@ecocitybuilders.org). The answers are to be supplied in English as an attached Microsoft Word and PDF file. We also require the name, address and phone numbers of the main contact person for the bid.
- May 2019: Notification of bid winner. Public announcement will be made during the finale of Ecocity 2019 Vancouver, BC Canada, October 7-9.
- Ecocity Builders will decide on the 2021 Conference Host city and organization previous to the opening of Ecocity 2019 in Vancouver.
- The winning city will be expected to announce their selection as the next host city as part of the closing ceremonies of Ecocity 2019, followed by the signing of the contract with the conference organizing organization.

## 3.7. FINAL REMARKS

The bid process is designed to find the city best suited to host the next Ecocity World Summit. There is no set formula for how such a conference should be planned. We welcome new and exciting ideas that will further this event. We hope that the enclosed information helps you to appreciate the great potential of such a project.

This potential has been recognized by the cities and organizations that have hosted the conference over the past 27 years, as well as the many international organizations we now work with in preparing the Ecocity World Summit conferences. You are hereby invited to consider this invitation, and so perhaps join the increasing list of cities where the Ecocity World Summit has been held. We look forward to receiving your bid.

*"I'm so glad you're doing this ecocity conference on a regular basis."*

**- Al Gore**







# ECOCITY BUILDERS

PLEASE SEND NOTIFICATION OF YOUR INTEREST TO

**Kirstin Miller** | Executive Director

Ecocity Builders  
339 15th Street, Suite 208 | Oakland, CA 94612, USA  
t + 1 510-452-9522 | [kirstin@ecocitybuilders.org](mailto:kirstin@ecocitybuilders.org)

**AND CC TO**

**Sven Eberlein** | Development Director

[sven@ecocitybuilders.org](mailto:sven@ecocitybuilders.org)

[www.ecocitybuilders.org](http://www.ecocitybuilders.org)